

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick:

Conf. No.:	5480	:	Group Art Unit:	2621
Appln. No.:	10/006,874	:	Examiner:	Nguyen, Huy Thanh
Filing Date:	2001 November 14	:	Attorney. Docket No.:	T738-10

Title: Alternative Advertising in Pre-recorded Media

REQUEST FOR RECONSIDERATION

This paper is being filed in response to the Office Action dated February 26, 2007 and is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to and including June 26, 2007.

Please consider the following arguments, as follows: